

What is claimed is:

1. An advertising system using a printing apparatus comprising:

a layout setter that provides layout information regarding document data and advertisement data to be printed on paper;

5 a document data processor that creates print data for a document by converting document data into predetermined printing apparatus description language based on layout information provided by the layout setter, the document data made using a predetermined application program;

10 an advertisement data processor that creates print data for advertisement by processing predetermined advertisement data according to a layout information provided from the layout setter; and

a combining unit that combines the print data for a document sent from the document data processor and the print data for advertisement sent from the advertisement data processor to creates print data including advertisement.

15 2. The system of claim 1, further comprising an advertisement server that is connected to the advertisement data processor via a network for providing the advertisement data.

20 3. The system of claim 1, wherein the layout setter sets one of first through third layouts, the first layout in which the advertisement data is illustrated in an advertisement area of the paper, the second layout in which the advertisement data is illustrated in a division of the paper, and the third layout in which the advertisement data is illustrated in the entire area of the paper.

25 4. The system of claim 2, wherein the layout setter sets one of first through third layouts, the first layout in which the advertisement data is illustrated in an advertisement area of the paper, the second layout in which the advertisement data is illustrated in a division of the paper, and the third layout in which the advertisement data is illustrated in the entire area of the paper.

30 5. The system of claim 3, wherein the document data processor scales down the size of the document data to a predetermined ratio when the first or second layout is selected.

6. The system of claim 3, wherein the advertisement data processor performs watermark processing for the advertisement data when the third layout is selected.

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7. The system of claim 4, wherein the document data processor scales down the document data to a predetermined ratio when the first or second layout is selected.

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8. The system of claim 4, wherein the advertisement data processor performs watermark processing for advertisement data when the third layout is selected.

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9. The system of claim 2, wherein the advertisement server provides the advertisement data to the advertisement data processor, based on user information.

10. An advertising method using a printing apparatus comprising the steps of:

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(a) creating layout information regarding document data and advertisement data to be printed on paper;

(b) converting document data into the print data for a document, based on the layout information created in step (a) and printing apparatus setting information, the document data being made using a predetermined application program;

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(c) creating print data for advertisement by processing advertisement data based on the layout information created in step (a);

(d) creating print data including advertisement by combining the print data for a document created in step (b) and the print data for advertisement created in step (c); and

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(e) printing the print data including advertisement created in step (d).

11. The method of claim 10, wherein the layout information contains at least one of a desired layout, a scale-down ratio of display size for the document data, and the intensity of watermark processing.

12. The method of claim 10, wherein the advertisement data is provided from an advertisement server connected to a network.

5 13. A computer readable recording medium that records programs that can be executed by a computer, wherein the programs comprise:

a first program that creates layout information containing the layouts of document data and advertisement data to be printed on paper, a scale-down ratio of the display size of the document data, and the extent of watermarking;

10 a second program that converts document data into print data for a document based on the layout information and printer set information, the document data being made using a predetermined application program;

a third program that creates print data for advertisement by processing predetermined advertisement data based on the layout information; and

15 a fourth program that creates print data including advertisement by combining the print data for a document and the print data for advertisement.